

Department of Business Administration MBA (TOURISM ADMINISTRATION)

TA 403 COMMUNICATIVE SKILLS FOR TOURISM AND HOSPITALITY-I PART I – THEORY

Objective: 60 HOURS

 To prepare students with adequate communication skills to fit to the requirements of the industry.

Pedagogy: Class room teaching, presentations, practical-Speaking, Writing, Listening **UNIT I Basics of Communication-** Communication elements and process-Need of Communication Skills for Managers- Channels, forms and dimensions of communication-Verbal and non-verbal communication- Barriers to communication and how to overcome the barriers- Principles of effective communication- 7 C's of Communication: Clarity, Completeness, Coherence Conciseness, Credibility, Correctness, Continuity - Avoidance of Ambiguity, Jargon, Clichés

UNIT II Language and Communication - Plain English and simple expressions, foreign words and their plain Alternatives-Indianised and standard English - The importance of communication through English at the present time - The Sounds of English - Stress and Intonation - The importance of the four skills (listening, speaking, reading and writing) and strategies for developing the skills.

- Listening: Barriers, strategies for improving listening skills
- **Speaking**: the characteristics of effective speech: voice quality, rate of speaking, clear articulation, eye contact, use of expressions, and gestures and posture.
- **Reading**: developing reading skills and strategies, skimming and scanning; predicting, guessing, inferring; reading critically, taking notes.
- Writing: the characteristics of effective writing, clear organization and structuring of ideas, summarizing, clarity of language, stylistic variation.
 Biasfree English - Formal and informal language use

UNIT III Review of English Grammar - English verbs-Tense and time& Aspect-Modals-Voice-Negation-Interrogation; reported and tag questions- Preposition- Conditionals-Phrasal verbs- Parallel structure- one word substitutes and proverbs- Modifiers

PART II - PRACTICAL

Lab sessions will be used to provide practice activities based on the content of all three modules of theory.

ACTIVITIES:

- 1. Recognizing the barriers through case studies related to organizational communication. Role plays to understand nonverbal communication and activities to identify effective use of body language, paralanguage and spatial communication.
- 2. **Listening exercises:** listening with a focus on pronunciation (ear-training): segmental sounds, stress, weak forms, intonation, listening the dictations listening for meaning (oral comprehension): listening to talks, lectures, conversations, discussions, jokes, riddles etc.
- 3. **Speaking exercises:** Pronunciation practice (for accent neutralization), particularly of problem sounds, in isolated words as well as sentences- Practicing word stress, rhythm in sentences, weak forms, intonation, common every day Expressions, meeting, greeting, taking leave, intervening, requesting, refusing...etc- Reading aloud of

- dialogues, poems, excerpts from plays, speeches etc. for practice in pronunciation Speaking briefly on topics of interest; taking part in debates and group discussions
- 4. **Reading exercises:** Reading and comprehension of the texts supported by suitable exercises Note making after reading a text, showing the main idea and supporting ideas and the relationships between them
- 5. **Writing exercises:** Practice in writing paragraphs, short essays and summaries, idea building, creative writing
- 6. Developing correctness in speech as well as writing- Practice exercises on the common grammatical errors, Remedial measures to focus on correct use of English verbs, Tense, Aspect, Voice, Negation, Interrogation, Phrasal verbs, parallel structure, one word substitutes, proverbial expressions and Modifiers, prepositions, modal exercises &conditionals

References:

- 1. Das et al, An introduction to Professional English and Soft Skills, BPUT Text Book. CUP.
- 2. Rai & Rai, Communicative English, Himalaya New Delhi.
- 3. J.D.O.Conuor, Better English Pronunciation Cambridge Publishing House
- 4. Quirk et al, A University Grammer of English, Pearson Education.
- 5. Dona J. Young, Foundations of Business Communication, TMH.
- 6. Sen Leena, Communicative Skills, Prentice Hall of India, New Delhi
- 7. Sealy, Oxford Writing & Speaking English OUP
- 8. Mohapatra, Dash, Kalyani, Communicative English.